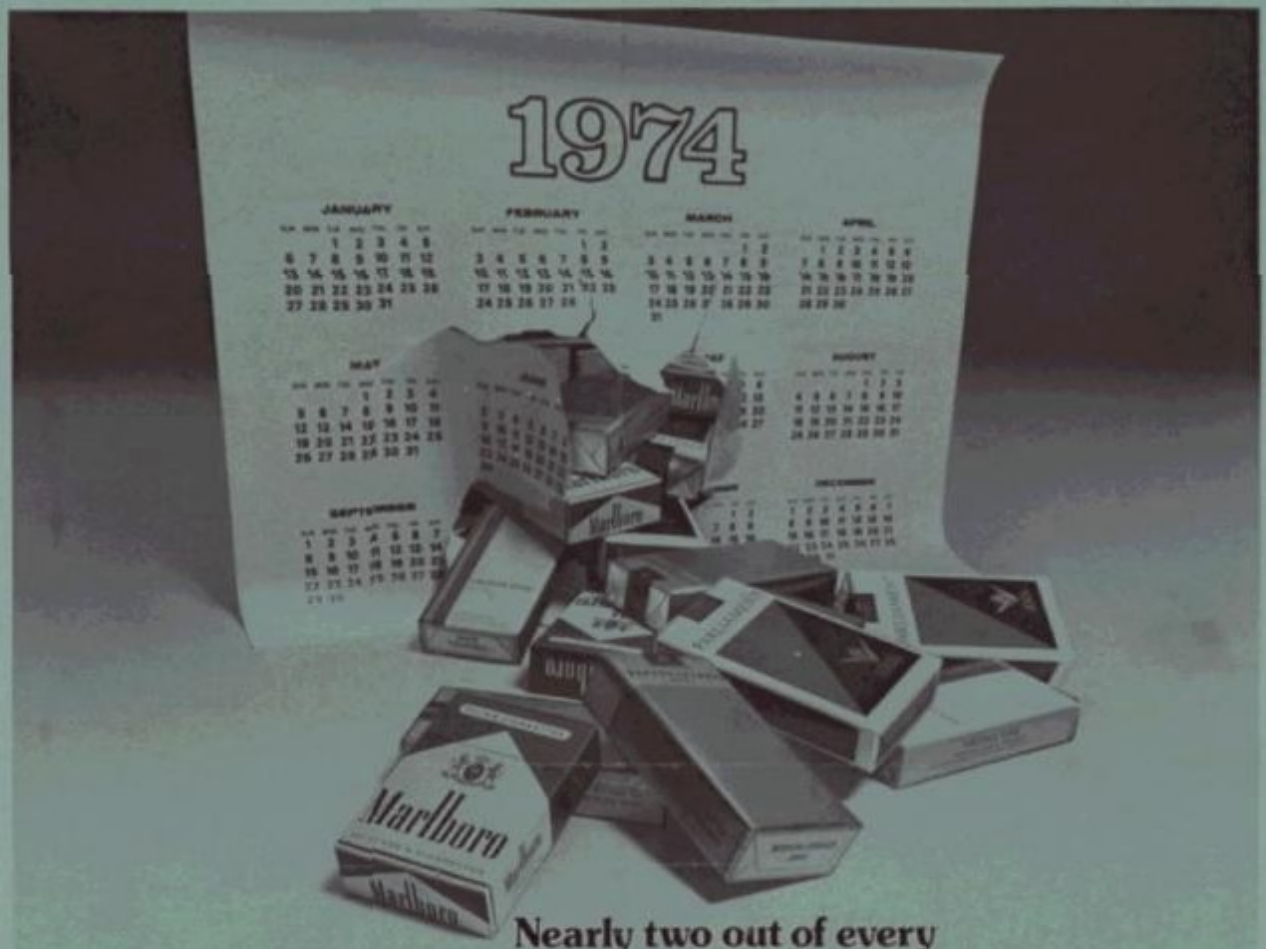
LEO BURNETT, U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-2044 – 1974 Calendar Packs – Reg. No. 97132 – B&W Blend – 8½x11 – Vending – 75 (8)
Printed in U.S.A.



Nearly two out of every three additional cigarette sales you made last year were Philip Morris brands

In 1974, Philip Morris' total gain was almost twice that of the rest of the industry combined.

Growth like this means extra sales and profits for every vendor who keeps his machines properly stocked with Philip Morris brands.

Be sure to ask your Philip Morris man about our new Vending Improvement Program, the most realistic and productive program in the industry.

Here's the score* for '74: Gains in Domestic Cigarette Consumption		
	Total Industry	+ 17.45 billion
	Philip Morris USA	+ 11.32 billion
	Rest of Industry	+ 6.13 billion

*Source: Maxwell Report, October, 1974

The Profit Makers come from **Philip Morris USA**

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Source: https://www.industrydocuments.ucsf.edu/docs/xjnx0001
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